

Confidential for Members

PR No. 5-60

INFORMATIONAL MEMORANDUM

January 22, 1960

Subject: Booklet on Missouri and Tobacco

Distribution of copies of the attached booklet, Missouri and Tobacco, will begin in a few days. Steps to be taken include:

1. Advance copies will go to some 700 media, press, radio and TV, in Missouri and to the general press along with the attached press release.
2. Copies will be made available by the Institute to members of the Missouri congressional delegation in Washington.
3. Distribution then will be made in Missouri to business associations and chambers of commerce, libraries, members of the State legislature and State elected and administrative officials, brokerage firms, specialty tobacco retailers and wholesalers, teachers of social studies, economics and history in Missouri high schools and colleges, county agricultural agents, corn-cob pipe manufacturers and to companies supplying the tobacco industry in Missouri.

An additional quantity of the pamphlets will be available to those who request them.

Nearing completion are similar booklets on Florida, Kansas, Illinois and Virginia -- the four states selected by the Community Relations Committee for pilot operations.

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cc: Tobacco Institute and TIRC Members
Public Relations Representatives
Legal Representatives
Community Relations Committee

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